



**WNCN**  
 EASTERN NORTH CAROLINA  
 on your side online  
 3221 S. Evans St.  
 Greenville, NC 27834  
 252-355-8500

**ENCT**  
 3221 South Evans Street  
 Greenville, NC 27834  
 (252) 355-8542

# CONTRACT

And:

**Buying Time**  
 650 Massachusetts Avenue NW  
 Suite 210  
 Washington, DC 20001-3796  
 USA

<b>Contract / Revision</b> 881957 / 3		<b>Alt Order #</b> 25190227
<b>Product</b> Coleman-NC-LT GOV		
<b>Contract Dates</b> 10/25/16 - 11/08/16	<b>Estimate #</b> 4678	
<b>Advertiser</b> POL/Linda Coleman for Lieutenant Governor	<b>Original Date / Revision</b> 06/20/16 / 10/13/16	
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> ENCT	<b>Account Executive</b> Katz Washington	<b>Sales Office</b> Katz/Washingto
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b> 9915780	<b>Advertiser Code</b> 372	<b>Product 1/2</b> 378
<b>Agency Ref</b> IN5252/SP2893/TO824	<b>Advertiser Ref</b>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	ENCT	11/01/16	11/03/16	9 On Your Side News @ 10p	10p-1030p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-TWT---				3	\$125.00				
<b>Totals</b>												3	\$375.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/03/16	3	\$375.00	(\$56.25)	\$318.75
<b>Totals</b>	3	\$375.00	(\$56.25)	\$318.75

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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KATZ  
TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25190227

Changes as of: 10/12/2016 at 6:20 PM

Version: Highlighting Revision 3

CPE: 372/378/4678

Flight: 10/25/16 - 11/8/16

Station: ENCT

Total \$: \$375.00

Agency: BUYING TIME, LLC

Advertiser: Coleman - LT GOV

Market: Greenville/New Bern/Wash

Total Spots: 3

650 Massachusetts  
AVE NW  
Suite 210  
Washington, DC 20001

Product: Coleman-NC-LT GOV

Office: WASHINGTON

Total CPP: \$0.00

Agency Order #: 5117001

Buyer: Klebahn, Kate

Primary Demo: Adults 35+

Total GRP:

Salesperson: JACOB ROTH

212-373-8175

Con Type: POLITICAL/NOTE

Traffic #: 881957

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/25	10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6
REV-1	Tu-F M 10p-10:30p		9 On Your Side On The CW	\$125.00	0	30	0	0	1	0	0	0	1	0	1	1	0	0	0
TOTALS:							0	0	0	0	0	0	0	1	1	1	0	0	0

*Charged total*

*881957*



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25190227		<b>Changes as of:</b> 10/12/2016 at 6:20 PM		<b>Version:</b> Highlighting Revision 3	
<b>CPE:</b> 372/378/4678	<b>Flight:</b> 10/25/16 - 11/8/16	<b>Station:</b> ENCT	<b>Total \$:</b> \$375.00		
<b>Agency:</b> BUYING TIME, LLC	<b>Advertiser:</b> Coleman - LT GOV	<b>Market:</b> Greenville/New Bern/Wash	<b>Total Spots:</b> 3		
650 Massachusetts Ave NW Suite 210 Washington, DC 20001	<b>Product:</b> Coleman-NC-LT GOV	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00		
<b>Agency Order #:</b> 5117001	<b>Buyer:</b> Klebahn, Kate	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>		
<b>Salesperson:</b> JACOB ROTH 212-373-8175	<b>Assistant:</b> JACOB ROTH 212-373-8175	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 881957		
<b>Comments:</b> Separation: 30			<b>Separation:</b>		

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	11/7	11/8	Total Spots	Total \$	CPP	GRP
REV-1	Tu-F M 10p-10:30p		9 On Your Side On The CW	\$125.00	0	30	1	0	3	\$375.00	\$0.00	0.0
TOTALS:							0	0	3	\$375.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 25190227 Changes as of: 10/12/2016 at 6:20 PM Version: Highlighting Revision 3

CPE: 372/378/4678

Agency: BUYING TIME, LLC

Advertiser: Coleman - LT GOV

Station: ENCT

Total \$: \$375.00

650 Massachusetts  
Ave NW  
Suite 210  
Washington, DC 20001

Product: Coleman-NC-LT GOV

Market: Greenville/New  
Bern/Wash

Total Spots: 3

Agency Order #: 5117001

Buyer: Klebahn, Kate

Office: WASHINGTON

Total CPP: \$0.00

Salesperson: JACOB ROTH  
212-373-8175

Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE  
Assistant: JACOB ROTH  
212-373-8175

Total GRP:  
Traffic #: 881957  
Separation:

Special  
Instructions

#### Order Level Comments

Date/Time	Added by	Comment
10/12/16 6:20 PM	GOTOSTRATA\JROTH	Separation: 30
07/01/16 2:30 PM	System	Notice Received.
06/29/16 4:58 PM	GOTOSTRATA\JROTH	New Order Candidate - Coleman LT GOV PLS CFM T/R JACOB
06/10/16 1:17 PM	JACOB ROTH	Separation: 30
06/10/16 1:17 PM	JACOB ROTH	Separation: 30

#### Competitive Information

Market Budget:	\$21,000
ENCT Share:	1%
Comment:	
WCTI:	22%
WFXI:	1%
WITN:	45%
WNCT:	31%

#### Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$375.00	N/A	0.0
Total	100%	3	\$375.00	N/A	0.0

#### Monthly Summary

Month	Spots	Dollars
2016-Oct	0	\$0.00
2016-Nov	3	\$375.00
Total	3	\$375.00

#### Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Revision	10/12/16 6:20 PM	GOTOSTRATA\JROTH	Revised	3		\$-375.00	\$375.00	Changes: Comments from Revised Order Buyer moved up a level due to buy being in 4Q TTADD: \$540 TTREV: \$750 PLS CFM T/R JACOB to Separation: 30. Total \$ from \$750.00 to \$375.00. Total GIMPs to 0, Total Spots from 6 to 3. 1 buyline added or modified.
Revision	6/29/16 4:58 PM	GOTOSTRATA\JROTH	Confirmed			\$540.00	\$750.00	Changes: Comments from New Order Candidate - Coleman LT GOV T/R JACOB to Revised Order Buyer moved up a level due to buy being in 4Q TTADD: \$540 TTREV: \$750 PLS CFM T/R JACOB, Total \$ from \$210.00 to \$750.00. 1 buyline added or modified.
Queued for Electronic Contracting	6/10/16 1:21 PM					\$0	\$0	



125 West 55th St  
New York, NY 10019

Contract # 25190227		Changes as of: 10/12/2016 at 6:20 PM		Version: Highlighting Revision 3	
CPE: 372378/4678		Flight: 10/25/16 - 11/8/16		Station: ENCT	
Agency: BUYING TIME, LLC		Advertiser: Coleman - LT GOV		Market: Greenville/New Bern/Wash	
650 Massachusetts AVE NW Suite 210 Washington, DC 20001		Product: Coleman-NC-LT GOV		Office: WASHINGTON	
Agency Order #: 5117001		Buyer: Klebahn, Kate		Primary Demo: Adults 35+	
Salesperson: JACOB ROTH 212-373-8175		Con Type: POLITICAL/NOTE		Total GRP: 881957	
		Assistant: JACOB ROTH 212-373-8175		Traffic #: 881957	
				Separation:	
				Total Spots: 3	
				Total CPP: \$0.00	
				Total \$: \$375.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg Contract \$ Comment
Revision	6/10/16 1:16 PM	JACOB ROTH	Confirmed			\$0 \$210.00 Changes: Product from Political to Coleman-NC-LT GOV. Comments from Separation: 30 to New Order Candidate - Coleman LT GOV PLS CFM
New	6/10/16 1:16 PM	JACOB ROTH	New	6		\$210.00 \$210.00 T/R JACOB, Default Spot Length to 30. Demo Meta to [R16]. User Entered \$ from \$0.00 to \$210.00.

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.